

Marketing and digital strategy tools

How to make your communications stand out

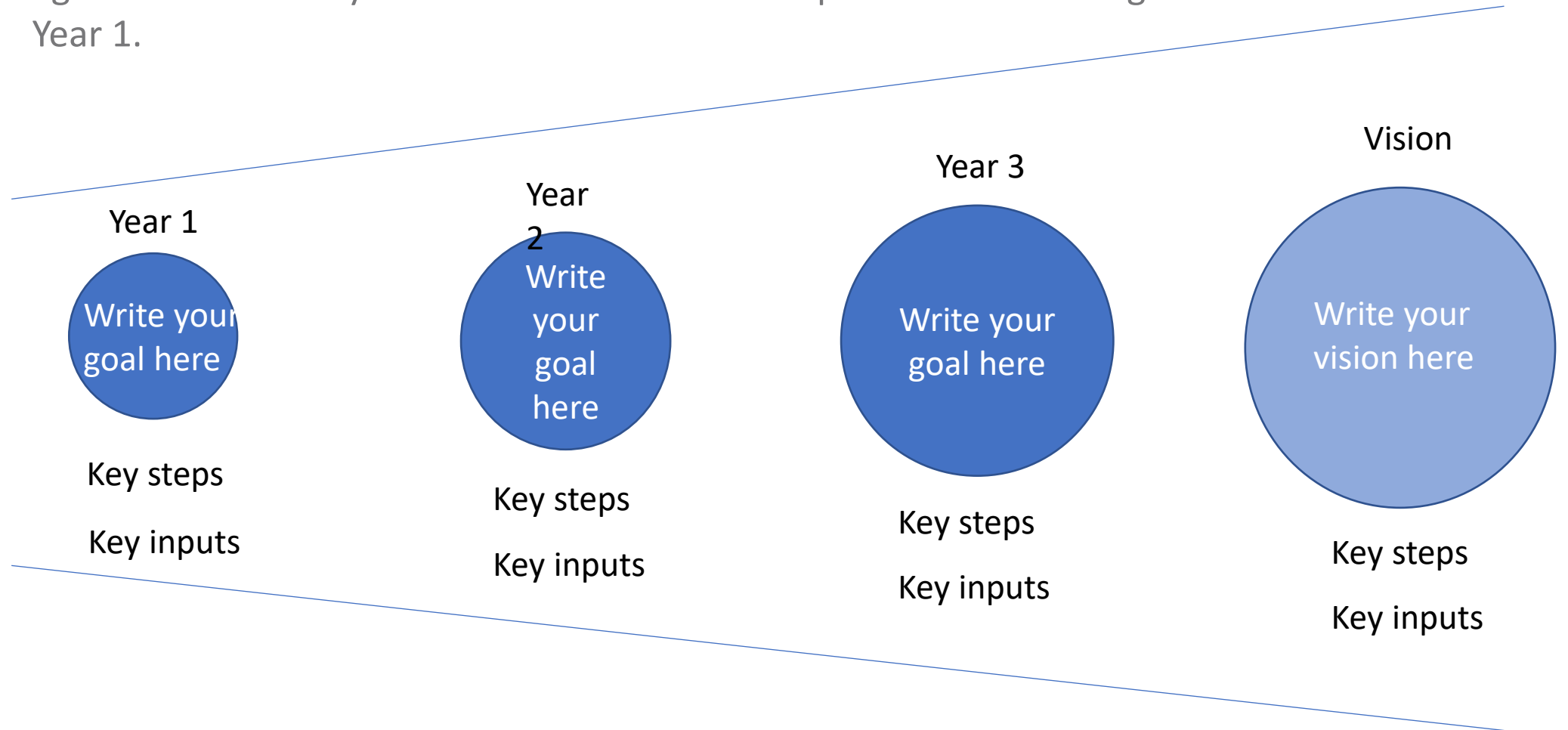
Helen Lang & Dan Gibson

January 2022



Mapping your plan and your goals

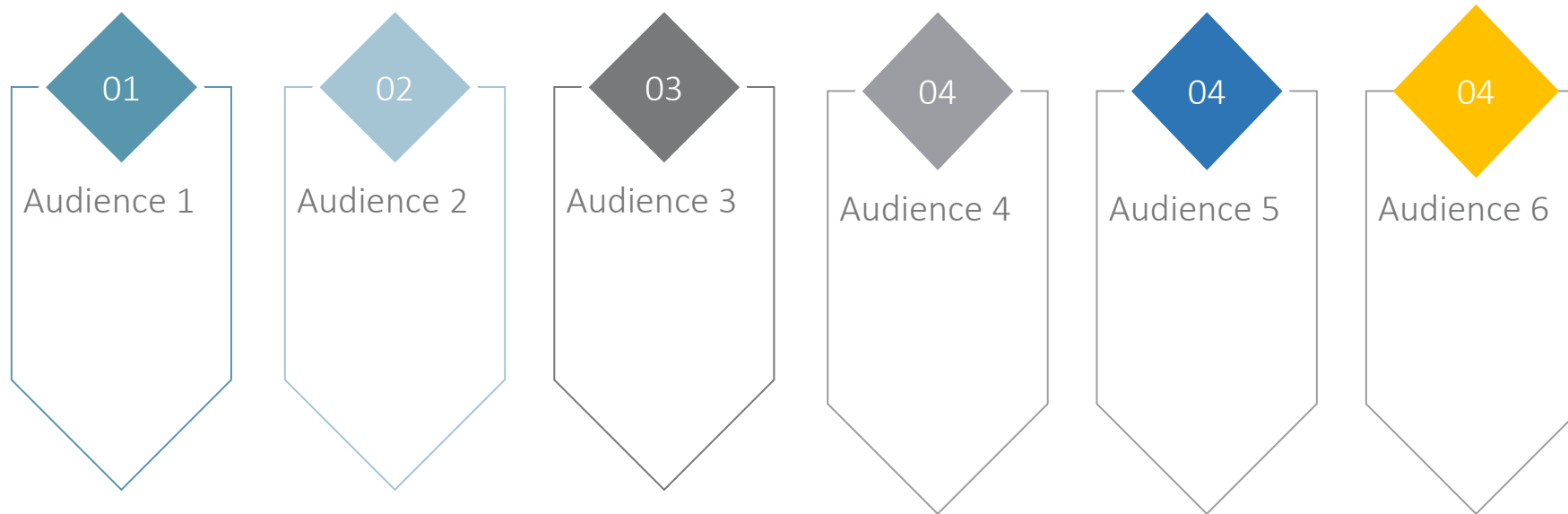
- ▼ In 15 mins copy this template and sketch out your strategic vision goals against. Start with your vision and then build up the detail starting with Year 1.



Who are your audiences?

- Who are the key individuals or groups you need to communicate with?
- Capture the priority audiences you want to speak to (and if you find it useful you can also rank them).
- Try to be specific about 'who' they are. It will make the developing the rest of the plan easier.

In 3 mins to write down the key audiences you want to communicate with in the spaces below.



A diagram consisting of six identical, vertically oriented, shield-shaped boxes arranged in a horizontal row. Each box has a diamond-shaped label at the top and a large empty space below for writing. The boxes are labeled as follows:

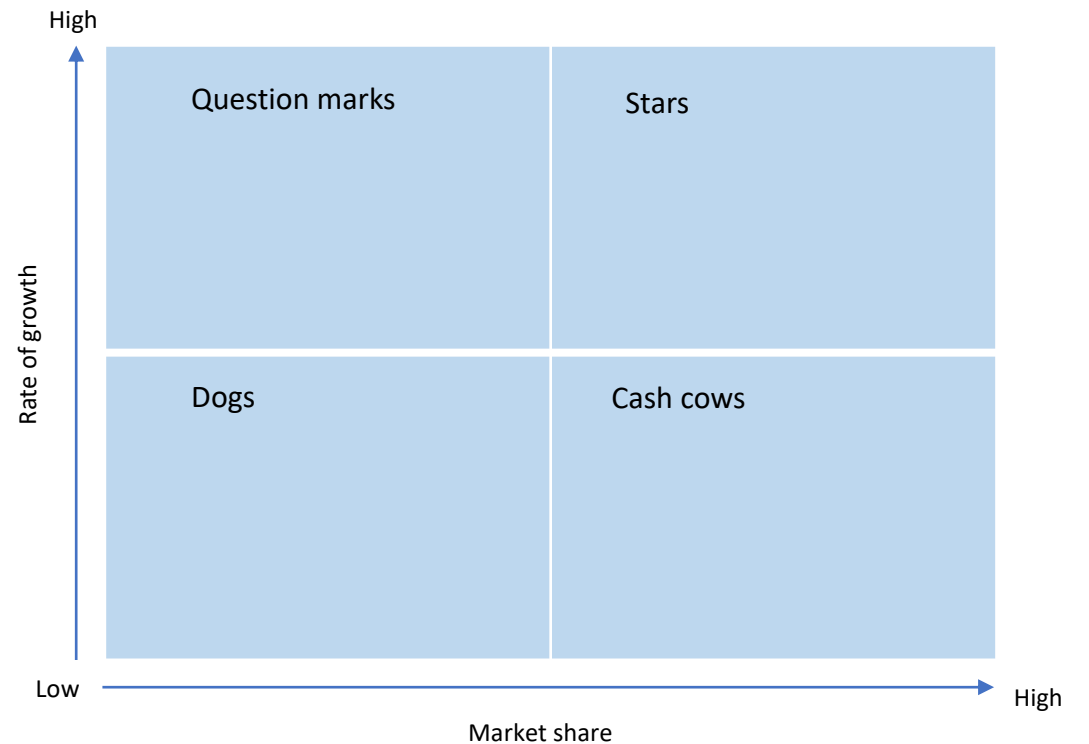
- Box 1: Teal diamond with '01', labeled 'Audience 1'.
- Box 2: Light blue diamond with '02', labeled 'Audience 2'.
- Box 3: Dark grey diamond with '03', labeled 'Audience 3'.
- Box 4: Light grey diamond with '04', labeled 'Audience 4'.
- Box 5: Dark blue diamond with '04', labeled 'Audience 5'.
- Box 6: Yellow diamond with '04', labeled 'Audience 6'.

Prioritising your audiences

You have 7 mins to map your audiences across the matrix and to shortlist the 3 you think are most promising to spend time on:

Mapping tool

- Dogs – These are products with low growth or a small share in the market you operate in.
- Cash cows – Products in low growth areas which have a high percentage of the market (or the sales for the market) you operate in
- Question marks – Products in high growth markets with a low share in the market you operate in.
- Stars – Products in high growth markets which have high percentage of the market or the sales in the market you operate in.



Personas

- ▼ You have 5 mins to create a persona for one of your audiences

PERSONA			
Name:		Sketch	What are their goals?
Gender:	Age:		How would you describe their character?
Place of birth:			What distinguishes them from others
Current location:			What keeps them awake at night?
Education level:			What attitudes might they have about your organization or business?
Job:			Mark on your persona
Salary:			Pessimistic.....Optimistic
Residential status:			Conservative.....Liberal
Relationship status:			Introvert.....Extrovert
What do they enjoy?			Planner.....Improviser

Unmet needs

You have 7 mins to outline your unmet need for the same persona:

UNMET NEED	
Define their unmet need (in 10 words or fewer):	What distinguishes them from others
Whose unmet need is it?	Why has this unmet need not been satisfied?
Why is it important to meet this need?	How is this unmet need currently overcome?

Finding your USP

You have 5 mins to outline what makes your business truly unique:

DEFINING YOUR USP	
What service or product do you offer?	What do you do better than anybody else?
What do you do differently to anybody else?	How can you prove that?
Define your USP in a single sentence: We...	

Content ideas

You have 5 minutes to think about some possible pillar content ideas that your audience will find valuable:

PILLAR CONTENT TOPICS / IDEAS	
1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

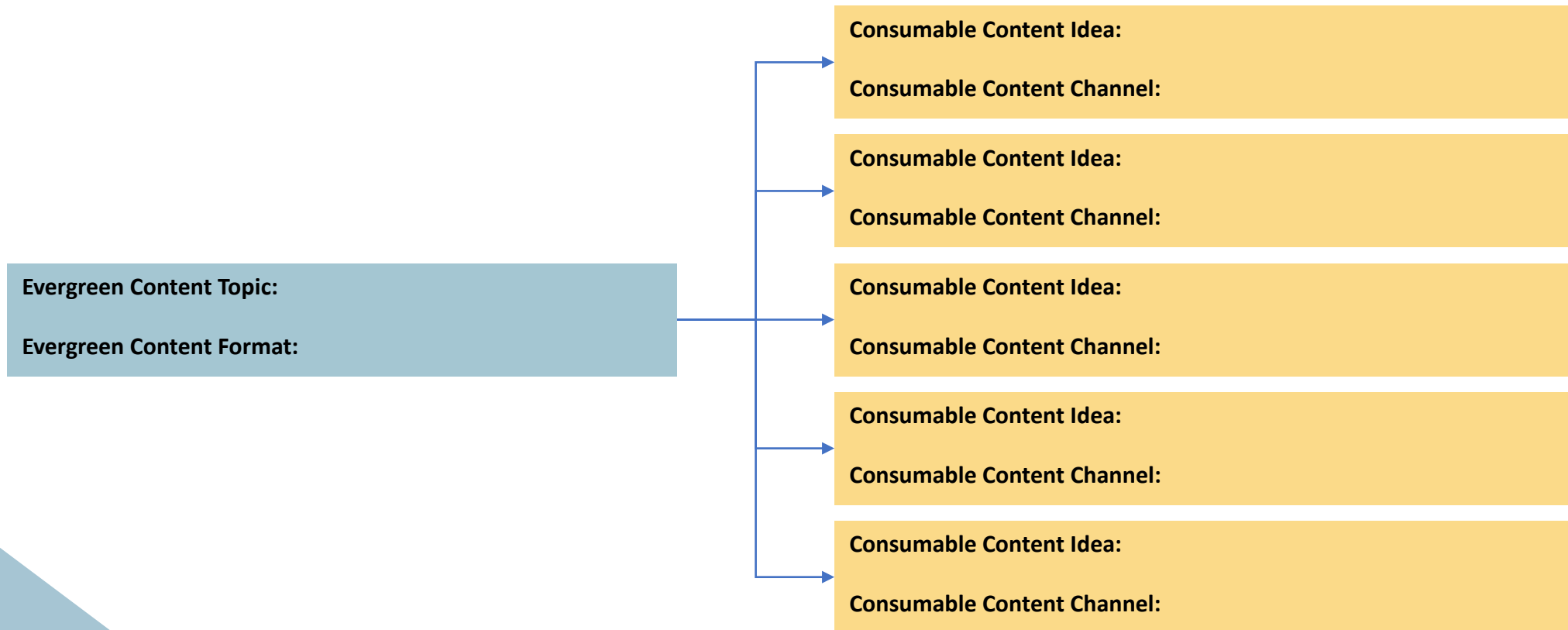
Evergreen content formats

Pick 5 of your pillar content topic ideas. You now have 5 minutes to think about some possible 'evergreen' formats that might stand out to your audience.

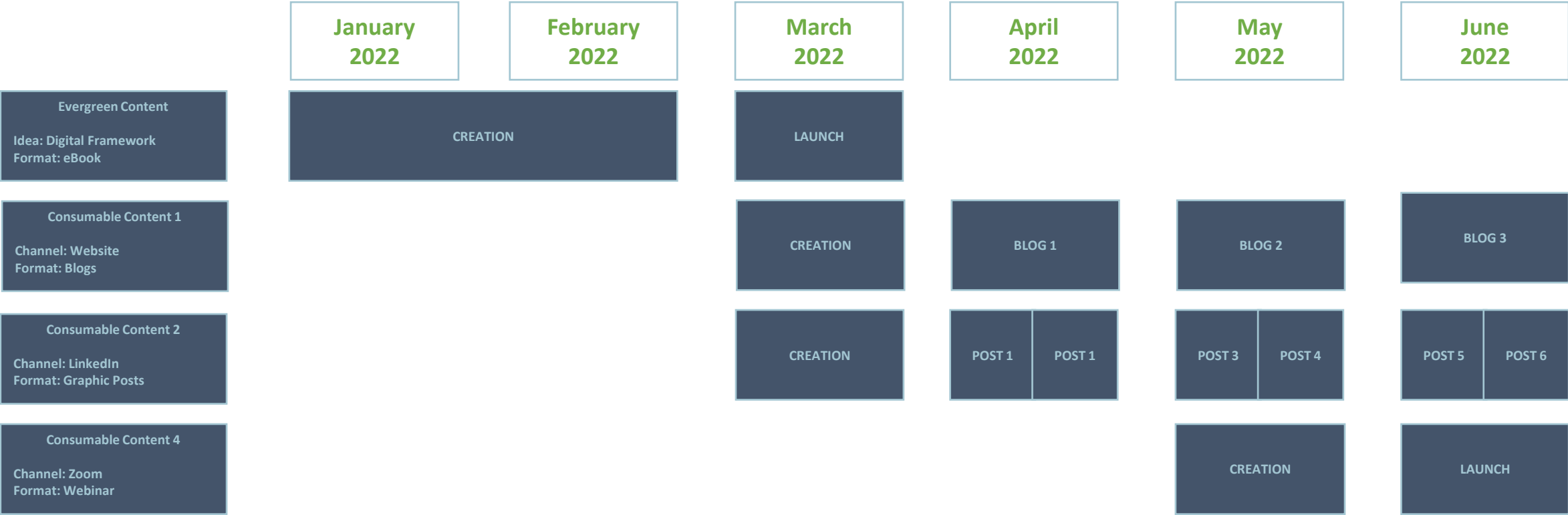
CONTENT TOPICS	EVERGREEN CONTENT FORMAT
1.	
2.	
3.	
4.	
5.	

Consumable content formats

Using one of your 'evergreen' content ideas, you now have 5 minutes to think about some possible consumable formats that might stand out to your audience.



Plan of action – Turning ideas in to reality



Marketing Support:

Plan of action – Turning ideas in to reality



Evergreen Content
Idea:
Format:

Consumable Content 1
Channel:
Format:

Consumable Content 2
Channel:
Format:

Consumable Content 4
Channel:
Format:

Marketing Support:

Plan of action – Useful tool and tips

We Are Social Digital Report 2021 - [HERE](#)

- Global digital usage report covering global demographics, usage trends, key channels and much more.

Hootsuite's Social Media Content Specifications - [HERE](#)

- The most recent specifications for different social media channels, including Instagram, Twitter, Facebook, LinkedIn, and more.

Canva – [HERE](#)

- Free graphic design platform, used to create social media graphics, presentations, posters, documents and more.

Best Social Media Scheduling Tools for 2022 – [HERE](#)

- A list of 15 social media scheduling tools evaluated on their features, customer support, affordability, and verified customer reviews.

The ultimate guide to social media reporting- [HERE](#)

- Everything you need to know about how to measure success on social media